

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for video games are not
included in the data for 1983 and
1982.

A9095-2 11/84

(Number of companies reporting this month <u>51</u>)		COMPOSITE RESULTS			YOUR COMPANY		
		MILLIONS OF \$	CHANGE		MILLIONS OF \$	CHANGE	
			MILLIONS OF \$	PERCENT (+/-) FROM PRIOR YEAR		\$	%
SHIPMENTS							
MONTH							
1983		333.3	+ 53.0	+ 18.9✓			
1982		280.3	- 53.4	- 16.0			
1981		333.7					
CUMULATIVE							
1983		*2708.6	- 208.0	- 7.1✓			
1982		2916.6	- 186.5	- 6.0			
1981		3103.1					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED							
MONTH							
1983		141.4	+ 12.1	+ 9.4✓			
1982		129.3	+ 59.6	+ 85.5			
1981		69.7					
CUMULATIVE							
1983		*2978.6	- 514.6	- 14.7			
1982		3493.2	- 118.7	- 3.3			
1981		3611.9					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

* Adjusted totals represent increases based on recently acquired information.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH November 1983

(Millions of Dollars)

	JAN.	FEB	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3		246.2
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	265.1
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	282.1
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3*	2375.3*	2708.6*		
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4		270.8
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	317.6
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	328.4
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4*	2837.2*	2978.6*		
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1981 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	17.8		11.4
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	28.8
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	16.3
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3		602.5
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	732.4
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	891.8

*UNCONFIRMED ORDERS ARE NOT INCLUDED

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As Compiled By:
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Arrow Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H.G. Toys
Kenner

Leisure Dynamics
Lego
Little Tikes
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell

Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

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1983 and 1982.

216/84
A9095-2

(Number of companies reporting this month 51)

		COMPOSITE RESULTS		
		MILLIONS OF \$	CHANGE	
			MILLIONS OF \$	PERCENT (+/-) FROM PRIOR YEAR
SHIPMENTS				
MONTH				
	1983	208.9	+ 18.2	+ 9.5
	1982	190.7	- 15.7	- 7.6
	1981	206.4		
CUMULATIVE				
	1983	* 2917.5	- 108.8	- 3.6
	1982	3026.3	- 283.2	- 8.6
	1981	3309.5		
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED				
MONTH				
	1983	78.8	- 5.4	- 6.4
	1982	84.2	- 6.3	- 7.0
	1981	90.5		
CUMULATIVE				
	1983	* 3094.5	- 482.9	- 13.5
	1982	3577.4	- 125.0	- 3.4
	1981	3702.4		

YOUR COMPANY		
MILLIONS OF \$	CHANGE	
	\$	%

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH December 1983

(Millions of Dollars)

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Cadaco
CBS Toys
Chilton Globe
Coleco
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Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego

Little Tikes
Milton Bradley
Mighty Star
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toys
Processed Plastic
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft

Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O